

Identify Evaluation Stakeholders

Evaluation stakeholders may include the following:



Those affected by the program.

- Primary stakeholders, such as program participants, are directly affected by the program.
- Secondary stakeholders are indirectly affected by the program.



Those involved in operations.

- The stakeholders (e.g., management, program staff, partners, funding agencies, and coalition members) who may be directly affected by any changes in the program design or implementation.
- They may be users of the evaluation findings for process or implementation improvement purposes.



Those who will use the evaluation results.

- Intended users of the evaluation findings are in a position to make decisions about the program (e.g., partners, funding agencies, coalition members, and the public or taxpayers).



If you identified a long list, it will be important for you to select a subset of the stakeholders who are key to your program and evaluation. Consider what the stakeholder brings to the program and its evaluation. For example, will the stakeholder...

- increase the credibility of your program or your evaluation?
- carry out the day-to-day implementation of the program activities that are being evaluated and will need to implement any changes?
- advocate for the changes to the program that the evaluation may recommend, OR actively oppose the recommended changes?
- fund or authorize the continuation or expansion of the program?

Next, identify your stakeholders' values and priorities. Talk to your stakeholders and consider the following:

- What do your stakeholders bring to the table?
- What are their interests and priorities?
- What are your stakeholders' perspectives?
- What do your stakeholders see as the most important evaluation questions at this time?
- How will your stakeholders use the results of this evaluation?
- What types of data or evidence do your stakeholders see as credible?



Use these questions to help you identify your stakeholders and their interests using the table on the following page. To fill out this PDF, you can type directly into the text fields using a PDF editor or print a copy to complete by hand.

Stakeholders	Stakeholder's Role	Stakeholder's Interests and Priorities
<p><i>Who are the major stakeholders for our efforts?</i></p> <p><i>Who cares about our program besides us?</i></p>	<p><i>What role does the stakeholder play in the evaluation?</i></p> <p><i>Of these stakeholders, who do we need to... enhance credibility? ...implement program changes? ...advocate for change? ...fund, authorize, or expand program?</i></p>	<p><i>What do we know about the stakeholder and their preferences/opinions about evaluation?</i></p>



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